



+++ Press Release +++

German Startups Group provides Berlin with breath of fresh capital

- Declaring “We love startups!” German Startups Group Berlin AG takes on role of seed venture capital investor in Berlin
- Experienced entrepreneurs and networkers shift main focus of investment activities to Berlin’s “Silicon Allee”
- Seed VC investor model fills gap between business angel and traditional VC investment

Berlin, July 27, 2012: Christoph Gerlinger was founder and until its takeover, long-standing CEO of Berlin-based listed company Frogster AG. Alexander Kölpin is a co-founder of the well-established event platform BerlinWebWeek and has most recently been active as divisional director for Berlin Partner, a location-marketing agency involved primarily in establishing startups in the Berlin area. The two have founded German Startups Group, a startup investment company focusing on Germany as a high-tech location. Backed from the start by several million euros, the Berlin-based seed VC investor is the first to place its sights on young enterprises from the digital economy situated in Berlin’s “Silicon Allee”.

A customized evaluation process and short decision-making routes ensure that the startups’ growth moves ahead smoothly. Straightforward and standardized investment contracts further serve to clear any hurdles and guarantee quick business handling.

“In the initial phase we back startups with a 50 to 250k Euros investment in minority stakes. We also welcome the co-operation of other investors. As a result, the German Startups Group fills the gap between business angel and traditional VC investments. We place great emphasis on investment criteria such as disruptive innovations for products or business models, high scalability and entrepreneurial talent” says Christoph Gerlinger. “Particularly important for a working relationship of several years is that we have fun working together. Therefore the chemistry on both sides has to match.”



GERMAN STARTUPS | GROUP

In addition to receiving financial backing, the entrepreneurs can tap into their investor's wealth of entrepreneurial experience and call on practical advice and active support covering any questions during all stages of the startup phase.

Talking about the new business model, Alexander Kölpin says, "Each young enterprise can also set itself up in our available offices until it stands firmly on its feet. We provide entrepreneurs a one of a kind package combining quick and simple access to capital and comprehensive, goal-oriented additional services."

The German Startups Group will provide interested investors the possibility of using its shares to partake in the spirit of optimism and opportunities of the German and Berlin startup scene. Thus investors are not required to provide large sums of money or invest much of their own time in dealing with the acquisition of the shares or the selection and support of the startups.

Media contact

German Startups Group Berlin AG
Heiko Barnerboi

Tel +49 (0)30-25 76 20 5 20
Mail info@german-startups.com
Web www.german-startups.com

German Startups Group - We love startups!

German Startups Group Berlin AG is a seed venture capital investor in Berlin. The German Startups Group provides young enterprises the opportunity of receiving quick first financing. The group consists of seasoned entrepreneurs and fills the gap between business angel and traditional VC investments. In accordance with its claim "smart, fast, and friendly money", the group's focus is on Berlin's digital economy. However, other locations, added value creation or business models are not excluded. In the initial phase the German Startups Group backs start-ups with a 50 to 250k Euros investment in minority shareholding, where it also welcomes the co-operation of other investors. Fundamental investment criteria include disruptive innovations for products or business models, high scalability and entrepreneurial talent. In addition to capital, the German Startups Group offers entrepreneurs the opportunity of receiving practical advice and active support covering any questions during all stages of the startup phase.

Internet: www.german-startups.com